

Program Introduction:

This two-day program is targeted at senior managers who are interested in expanding their knowledge of finance and the role of financial choices and financial metrics in strategic decision-making and value-creation. The program assumes the participant has a rudimentary knowledge of finance similar to what is covered in the Broad College's Finance for Non-Financial Managers one-day seminar. This program will focus on several different themes including the use of financial metrics to identify areas of operational excellence and underperformance and the role of financial information in making large strategic decisions such as expanding, downsizing, and organizational restructuring. In addition, the use of financial metrics in firms' compensation and incentive systems to guide organizations towards value maximizing decisions will also be covered. Lastly, the various fundraising vehicles available to firms and the costs and benefits of different financing strategies with regard to value creation and default risk will be reviewed during the program. Several real world cases will be used to illustrate and explore these issues in a variety of different corporate settings.

Price/Registration:

\$2395 – full tuition (includes materials, meals and certificate of completion)

\$1995 – early bird registration (available through August 25, 2017)

To register contact Kristin St. Marie at stmarie@broad.msu.edu, 517-353-5664 or 800-356-5705 or go online at execed.broad.msu.edu

Location

The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive Education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

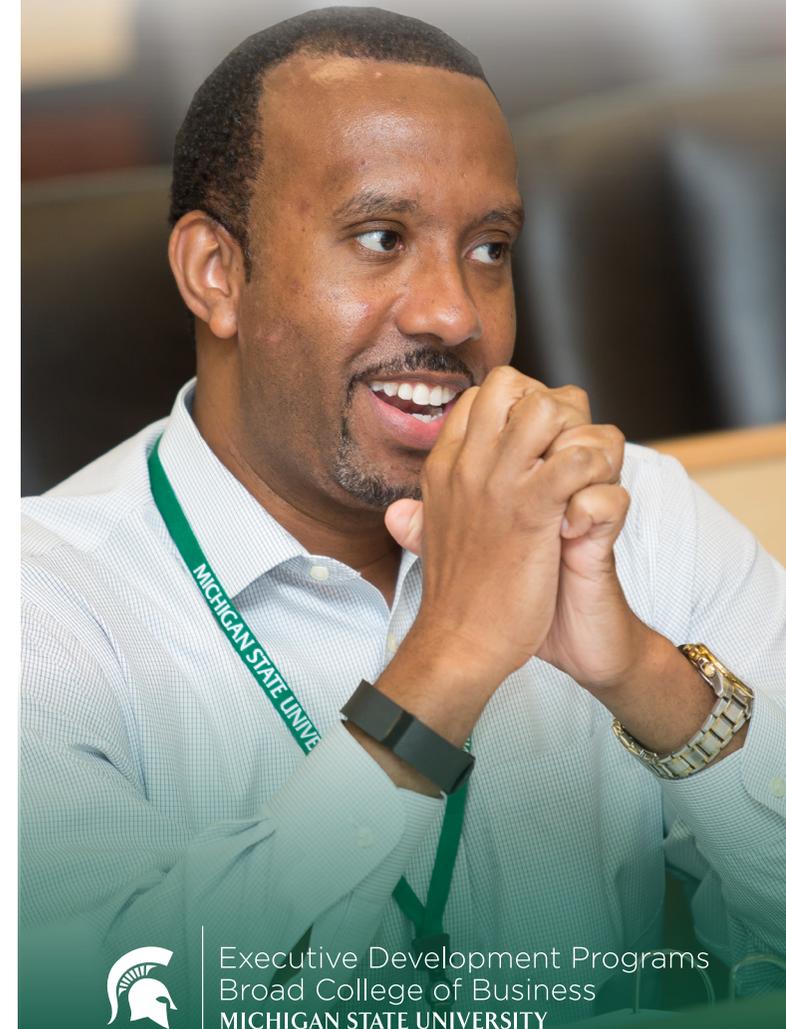
Executive Development Programs
Michigan State University
The James B. Henry Center
for Executive Development
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Lansing, MI 48910-3831

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FINANCE FOR EXECUTIVES

September 19-20, 2017
at the James B. Henry Center
for Executive Development
Michigan State University



Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY



After Attending this Program, Participants Will Better Understand:

- The appropriate use of financial information and the limitations of different financial metrics
- The use of financial information to identify sources of value creation and opportunities for operational improvement
- How financial metrics can be incorporated into a firm's compensation systems to guide individuals towards maximizing organizational performance
- How to think strategically about opportunities for growth and the implications of different growth strategies, including acquisitions, on financial metrics and funding needs
- The role of organizational restructuring and divestitures in maximizing value in a variety of different economic environments
- The various fundraising vehicles available to firms and the costs and benefits of different financing strategies
- How to develop a firm's financial strategy based on market, industry, and firm-specific conditions
- How to more effectively communicate with financiers and financial markets

Who Should Attend:

This program is ideal for executives who desire to have a more complete picture of the financial aspects of their organization and who want to learn to communicate effectively with senior financial managers and external market participants. Individuals from all functional areas and industries whose decisions have a financial impact on the organization will benefit from this program. This would include individuals working in marketing, sales, human resources, operations, manufacturing, and engineering.

Schedule:

Day One

8:30 a.m. – 12:00 p.m. **Financial Statements & Information**

Overview, terminology, brief review of basic finance
The use of financial statements to analyze operational success
Evaluating performance
Modeling cash flow forecasts arising from operating strategies

12:00 – 1:00 p.m. *Lunch*

1:00 – 5:00 p.m.

Financing Decisions

Financing sources
Overall capital structure design
Choices among financial instruments
Risk management

Day Two:

8:30 a.m. – 12:00 p.m. **Investment Decisions & Value Creation**

Evaluating project profitability
Calculating the cost of capital
Performance metrics and compensation systems that account for the cost of capital
Valuing firms and projects
Restructuring and acquiring companies

12:00 – 1:00 p.m. *Lunch*

1:00 – 5:00 p.m.

Financial Markets

Overview of public and private financial markets
Role of risk and information in financial markets
Communicating effectively with markets and financiers

Program content is correct at the time of printing, but may be subject to change.

For more information, go to:
execed.broad.msu.edu



Faculty Instructor:

Charles Hadlock, Ph.D.,
Frederick S. Addy Distinguished
Chair In Finance
Broad College of Business
Michigan State University

Past Participating Companies from Recent Years:

21st Century Plastics Corp	MAHLE Powertrain
Acell, Inc.	MSU FCU
Advantage Management group	Managed Medical Review Org
American Axle Manufacturing	Meritor
Auto Owners	OST
Avon Gear Company	Origami Brain Injury Rehab Center
Banco Itau	Peterson American Corp
CP Federal Credit Union	Piper Jaffray & Co.
Chassis, Inc.	Plymouth Technology
Curtiss Wright	SPI Pharma
DeWys Manufacturing	Secure-24
Dow Chemical	TD Industrial Coverings
Ferris State University	Trinity Health
Four Winds Casino Resort	Visioneering
Guardian Industries	

Comments from Seminar Participants:

"Professor Hadlock did an excellent job maintaining energy and interest in material that can be immensely challenging."

"Dr. Hadlock is an awesome professor, he's very passionate about finance and knows the subject well."

"Professor Hadlock showed great energy and made the session interesting."



**WHO WILL MAKE
BUSINESS HAPPEN?
SPARTANS WILL.**